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**MINUTES**  
**VIRGINIA TOURISM AUTHORITY**  
**BOARD OF DIRECTORS MEETING**

Zoom

Thursday, June 03, 2021

**Members Present:** Ms. Jean Ann Bolling, Mr. Damian Dajcz, Mr. Pete Eshelman, Ms. Kelli Lemon, Ms. Meredith Lusk, Mr. Justin Reid, Ms. Susan Payne, The Honorable Bettina Ring, Mr. Terry Stroud, and Ms. Phyllis Terrell

**Members Absent:** The Honorable R. Brian Ball, The Honorable Justin E. Fairfax, Mr. Calvin Jamison, The Honorable Aubrey L. Layne; and The Honorable Matthew J. Strickler

**VTa Staff Present:** Ms. Diane Béchamps, Mr. Chris Canfield, Mr. Wirt Confroy, Mr. Andy Edmunds, Ms. Jane Lammay, Ms. Rita McClenny, Mr. Michael McMahon, Ms. Lindsey Norment, Mr. Dan Roberts, and Ms. Carolyn Wren

**Guests Present:** Ms. Megan Gray, Ms. Meryem Karad, Mr. Charles Kennington, Ms. Elizabeth Myers, Mr. Eric Terry, Ms. Toni Walker, and Ms. Turner Widgen

**I. Call to Order**

The summer meeting of the Board of Directors of the Virginia Tourism Authority was held on Thursday, June 03, 2021. Due to the COVID -19 pandemic, this meeting was held through electronic communication via Zoom. Susan K. Payne, chairwoman of the board, called the meeting to order at 1:06 p.m. and welcomed everyone.

**II. Approval of the minutes from December 03, 2020**

Terry Stroud moved the adoption of the minutes from the Board of Directors meeting on December 03, 2020 and Pete Eshelman seconded the motion. The minutes were approved unanimously.

**III. Report of the Secretary of Commerce and Trade**

The Honorable Turner Widgen, Assistant Secretary of Commerce and Trade, gave the board a general update on the office of commerce and trade. Ms. Widgen discussed the current vaccination status, RebuildVA, and the upcoming European marketing mission.

**IV. Board Member Reports**

Board members delivered reports on activity in their regions.

**V. President's Report**

Rita McClenny gave a report on the executive office. As part of her remarks, Ms. McClenny discussed the upcoming American Rescue Plan Act (ARPA) request, the impact of COVID-19 on the tourism and hospitality industry and the ONE Virginia DEI plan.

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53 **VI. Division Reports**

54 Christopher Canfield gave a report on the Partnership Marketing division and their  
55 outreach in support of recovery from the pandemic.

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57 Diane Béchamps gave a report on “Virginia is for Music Lovers,” “Wanderlove” and  
58 “Share what you Love” campaigns, and the new website at [www.virginia.org](http://www.virginia.org)

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60 Mike McMahon gave a budget update

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62 Andy Edmunds gave a report on the Virginia Film Office

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64 **VII. Public Comment**

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66 Eric Terry, President; Virginia Restaurant, Lodging and Travel Association, discussed the  
67 economic recovery from COVID-19, their American Rescue Plan Act request and  
68 challenges to the tourism and hospitality industry due to reduced workforce.

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70 **VIII. Adjournment**

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72 Mr. Stroud moved to adjourn the meeting and Ms. Terrell seconded the motion.  
73 Chairwoman Payne called for a voice vote and the motion was approved unanimously.  
74 The meeting adjourned at 3:34 p.m.